

## CLAIMS

[0099] The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A method of manufacturing a chart reflecting the value of an intangible asset of interest, comprising the steps of:
  - establishing a first independent variable, a second independent variable, and a third independent variable related to the value of the specific intangible asset of interest;
  - establishing a matrix of performance areas;
  - establishing a series of performance criteria statements for each performance area probative of the value of the first, second, and third independent variables;
  - scoring each of said performance criteria statements to produce a plurality of scores which reflect the applicability of the performance criteria statements to the specific intangible asset of interest;
  - storing the plurality of scores obtained by the scoring step in an electronic database;
  - using a computing apparatus to read and sum the stored plurality of scores to generate first, second, and third total scores based upon the extent to which individual statements accurately describe the intangible asset of interest;
  - using a printer to transform physical media into a chart by physically plotting on the media a first axis relating to the first independent variable, a second axis relating to the second independent variable, and a third axis relating to the third independent variable;
  - using a printer to physically plot a point on the chart, the point being located at coordinates corresponding to the first, second, and third total scores, respectively; and
  - using the chart in making at least one decision regarding the value of the intangible

asset of interest.

2. The method of 1, wherein the first independent variable relates to commercial strength, the second independent variable relates to technical strength, and the third independent variable relates to societal acceptability.

3. A method of manufacturing a chart reflecting the value of an intangible asset of interest, comprising the steps of:

establishing a first independent variable and a second independent variable related to the value of the specific intangible asset of interest;

establishing a matrix of performance areas, comprising the steps of:

establishing three columns in the matrix, wherein a first column comprises performance areas regarding internal factors, a second column comprises performance areas regarding external factors, and a third column comprises performance areas that link the internal and external factors;

establishing a series of performance criteria statements for each performance area probative of the value of the first and second independent variables;

scoring each of said performance criteria statements to produce a plurality of scores which reflect the applicability of the performance criteria statements to the specific intangible asset of interest;

storing the plurality of scores obtained by the scoring step in an electronic database;

using a computing apparatus to read and sum the stored plurality of scores to generate first and second total scores based upon the extent to which individual statements accurately describe the intangible asset of interest;

using a printer to transform physical media into a chart by physically plotting on the media a first axis relating to the first independent variable and a second axis relating to the

second independent variable;

using a printer to physically plot a point on the chart, the point being located at coordinates corresponding to the first and second total scores, respectively; and

using the chart in making at least one decision regarding the value of the intangible asset of interest.

4. A method of manufacturing a chart for determining the future value of an intangible asset of interest, comprising the steps of:

establishing a first independent variable and a second independent variable related to the value of the specific intangible asset of interest;

establishing a matrix of performance areas;

establishing a series of performance criteria statements for each performance area probative of the value of the first and second independent variables;

scoring each of said performance criteria statements to produce a plurality of scores which reflect the applicability of the performance criteria statements to the specific intangible asset of interest;

storing the plurality of scores obtained by the scoring step in an electronic database;

using a computing apparatus to read and sum the stored plurality of scores to generate first and second total scores based upon the extent to which individual statements accurately describe the intangible asset of interest;

using a printer to transform physical media into a chart by physically plotting on the media a first axis relating to the first independent variable and a second axis relating to the second independent variable;

using a printer to physically plot a point on the chart, the point being located at coordinates corresponding to the first and second total scores, respectively;

determining values for a code having a first value, a second value, and a third value, wherein the first value is the number of improvement steps the asset is likely to achieve if the current position is at a lowest performance level, the second value is the number of improvement steps the asset is likely to achieve if the current position is at a level higher than the lowest performance level, and the third value is the number of improvement steps the asset is likely to achieve if the current position is at two levels higher than the lowest performance level;

determining a maximum performance rating by adding a performance rating value to the first value, second value, or third value of the code;

calculating a x-coordinate, corresponding to the first axis, and a y-coordinate, corresponding to the second axis, of the future value utilizing the maximum performance rating; and

plotting the x and y coordinates of the future value on the chart.

5. The method of claim 4, wherein the values for the first value, second value, and third value are held constant.

6. The method of claim 4, wherein a desired future value is achieved through the occurrence of at least one of the following:

the current development is completed, the fundamentals underlying the venture improve, the competitive position improves, and the business factors improve,

wherein each occurrence requires a code having a first value, second value, and third value.

7. The method of claim 6, wherein the future value may be plotted representing an improvement or deterioration in at least one of the occurrences.

8. A method of manufacturing a chart reflecting the value of an intangible asset of

interest, comprising the steps of:

establishing a first independent variable and a second independent variable related to the value of the specific intangible asset of interest;

establishing a matrix of performance areas;

establishing a series of performance criteria statements for each performance area probative of the value of the first and second independent variables;

scoring each of said performance criteria statements to produce a plurality of scores which reflect the applicability of the performance criteria statements to the specific intangible asset of interest;

storing the plurality of scores obtained by the scoring step in an electronic database;

using a computing apparatus to read and sum the stored plurality of scores to generate first and second total scores based upon the extent to which individual statements accurately describe the intangible asset of interest;

using a printer to transform physical media into a chart by physically plotting on the media a first axis relating to the first independent variable and a second axis relating to the second independent variable;

using a printer to physically plot a point on the chart, the point being located at coordinates corresponding to the first and second total scores, respectively; and

using the chart in making at least one decision regarding the value of the intangible asset of interest.

9. The method of claim 8, further comprising the steps of:

establishing an underlying matrix of performance areas for each cell in the matrix of performance areas;

establishing primary and secondary independent variables related to the value of a cell

in the matrix of performance areas;

establishing a series of underlying matrix performance criteria statements for each underlying matrix performance area probative of the value of the primary and secondary independent variables;

scoring each of the underlying matrix performance criteria statements to produce a plurality of underlying scores which reflect the applicability of the performance criteria statements to the specific intangible asset of interest;

storing the plurality of underlying scores obtained by said scoring step in an electronic database;

using a computing apparatus to read and sum the stored plurality of underlying scores to generate primary and secondary total scores based upon the extent to which individual statements accurately describe said intangible asset of interest;

using a printer to transform physical media into a chart by physically plotting on the media a primary axis relating to the primary variable and a secondary axis relating to the secondary variable;

using a printer to physically plot a point on said chart, said point being located at coordinates corresponding to the primary and secondary total scores, respectively; and

comparing the coordinates of the underlying matrix with the scores of the related performance area in the matrix.

10. The method of claim 9, wherein the coordinates of the underlying matrix are expressed as an R factor percentage.

11. The method of claim 9, wherein the cells of the underlying matrix have a second underlying matrix, such that performance of the upper level matrix may be measured at the more detailed underlying matrices.

12. The method of claim 9, further comprising the steps of:
- expressing the coordinates of all underlying matrices as R factor percentages;
  - calculating first and second total scores for the matrix using the R factor; percentages as the plurality of scores in accordance with claim 8; and,
  - comparing the new first and second total scores of the matrix with those obtained from the procedures of claim 8.
13. The method of claim 8, further comprising the steps of:
- entering as data of least one assessment of the performance criteria;
  - opening a calculator template;
  - transferring the data to the calculator template, wherein the calculator template performs calculations on the data to create calculated data;
  - transferring the calculated data from the calculator template to a report template; and
  - creating a report file for the calculation data.
14. The method of claim 13, wherein the calculations comprise summing of scores, applying axis weighting factors, or generating data describing a valuation grid and a point on the valuation grid.
15. The method of claim 11, further comprising the step of saving the report file.